

Message Text

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PAGE 01 TORONT 01141 221957Z
ACTION EUR-12

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FOR USDEL MTN

E.O. 11652: N/A
TAGS: ETRD, EMTN, CA
SUBJ: ONTARIO PUSHES "BUY CANADIAN" POLICY

REF: 77 TORONTO 2679

1. REITERATING ITS POLICY TO ACCORD UP TO 10 PERCENT PREFERENCE FOR CANADIAN MADE PRODUCTS (REFTEL) THE ONTARIO GOVERNMENT HAS INSTRUCTED PURCHASING AGENTS IN ALL MINISTRIES, ONTARIO HYDRO, MUNICIPAL AND REGIONAL GOVERNMENTS, HOSPITALS, AND SCHOOL BOARDS TO BUY CANADIAN AND TO IDENTIFY ITEMS FOR WHICH CANADIAN MANUFACTURERS MIGHT BE FOUND. A MASTER LIST OF SUCH ITEMS WILL BE COMPILED AND PRESENTED TO ONTARIO INDUSTRY AT A SPECIAL "MANUFACTURING OPPORTUNITIES" CONFERENCE IN NOVEMBER.

2. IN A RELATED PROGRAM, THE PROVINCIAL MINISTRY OF INDUSTRY, IN COOPERATION WITH THE PURCHASING MANAGEMENT ASSOCIATION OF CANADA, WILL IDENTIFY IMPORT REPLACEMENT OPPORTUNITIES IN THE INDUSTRIAL SECTOR.

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3. COMMENT: THERE IS NOTHING NEW IN THE ESSENCE OF THESE PROGRAMS. AS NOTED IN REFTEL, ONTARIO'S 10 PERCENT PREFERENCE FOR CANADIAN GOODS IN PROVINCIAL PROCUREMENT HAS BEEN A FORMAL POLICY SINCE 1974. AND THE MINISTRY OF INDUSTRY HAS SPONSORED BIENNIAL "MANUFACTURING OPPORTUNITIES" SHOWS, DESIGNED TO IDENTIFY IMPORT REPLACEMENT POSSIBILITIES, FOR

A NUMBER OF YEARS. BUT THE RECENT FANFARE (THE PROGRAMS
WERE GIVEN FRONT PAGE TREATMENT BY THE TORONTO "GLOBE AND MAIL"
JUNE 20) APPEARS TO BE DESIGNED TO LET THE WORLD KNOW THAT THE
PROVINCE, WHICH PROPOSED A FEDERAL-PROVINCIAL "SHOP CANADIAN"
CAMPAIGN, IS IMPLEMENTING ITS OWN PROPOSALS.
DIGGINS

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NNN

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